

Ad ID 2476

Ad Text Drum and Spear Bookstore in Washington DC was opened by veteran members of the Student Nonviolent Coordinating Committee (SNCC) in summer of 1968. The shop was selling the books of black writers. The next year the owners of Drum and Spear launched its own publishing company. One of co-founders said "We don't define profit in terms of money. The profit is the patronage of the community, which allows the store to self-support." Drum and Spear was aimed to show people the true black culture and history, something beyond the American school program. It's reflected in the name of the shop: the drum is for "communications within the diaspora," and the spear symbolizes "whatever else might be necessary for the liberation of the people."

The best-sellers of early 70s in this shop were such books as the Autobiography of Malcolm X and Eldridge Cleaver's Soul on Ice. This bookstore inspired people around the country to open similar bookstores. Drum and Spear and many other stores were not only the shops, but a "free spaces" for thinking black people where folks could meet and discuss the vital issues. Let's not forget our legacy! We need this drum and we need this spear today, in 2017.

#blackexcellence #blackperfection #blackbeauty #blackbusiness  
#africanamerican #blackcommunity #melanin #blackpride #blackout #america  
#usa #blackscience #education #diversity #drumandspear #blackpower

Ad Landing Page <https://www.facebook.com/iloveblackexcellence/>

Ad Targeting Location - Living In: United States

Age: 18 - 65+

Placements: News Feed on desktop computers or News Feed on mobile devices

People Who Match: Interests: Martin Luther King, Jr., My Black is Beautiful, Black is beautiful or Black Girls Rock!

Ad Impressions 942

Ad Clicks 141

Ad Spend 200.00 RUB

Ad Creation Date 02/01/17 05:04:17 AM PST

Ad End Date 02/02/17 05:04:17 AM PST



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## DRUM & SPEAR BOOKSTORE, MECCA OF BLACK INTELLECTUALS IN THE LATE 60s - EARLY 70s



*The Drum and Spear Bookstore, 1970 (Credit: Allen C. Browne)*

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